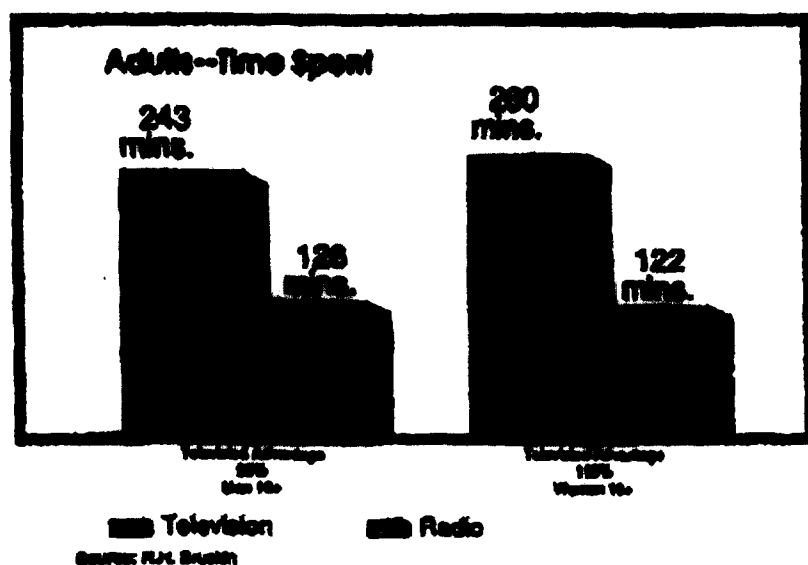


**TVB**

## ***Radio Is Sound, but... Your Customers Are Watching Television***

**More People Spend More Time  
With Television Each Day  
Than They Do With Radio**



**And every year  
your customers  
are spending  
more time  
viewing television**

**Daily TV Viewing  
Per TV Home**

1950	4 hours	35 minutes
1960	5 hours	6 minutes
1970	5 hours	56 minutes
1980	6 hours	36 minutes
1988	7 hours	3 minutes

Source: A.C. Nielsen, annual averages

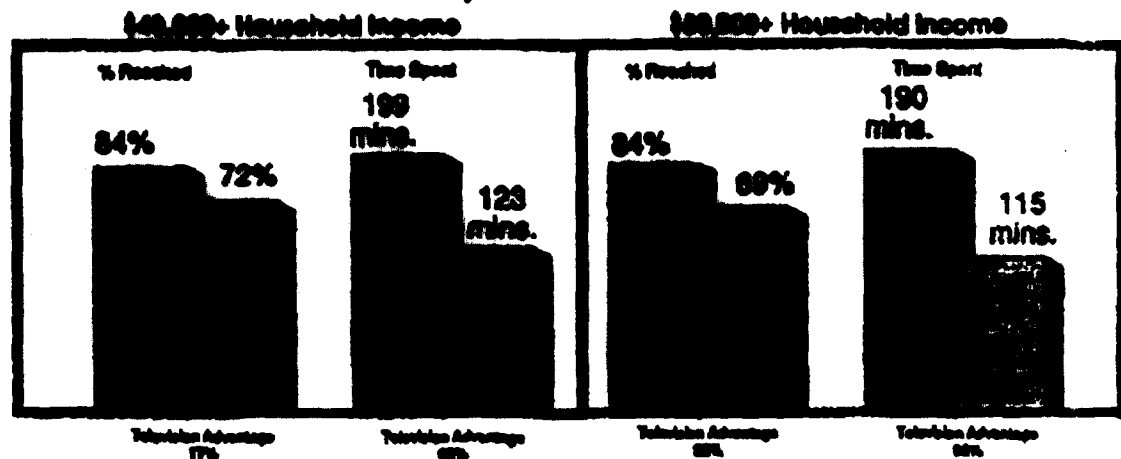
**TVB**

## ***Radio Is Sound, but... Your Target Audiences Are Watching Television***

What segment of the market do you want to reach?

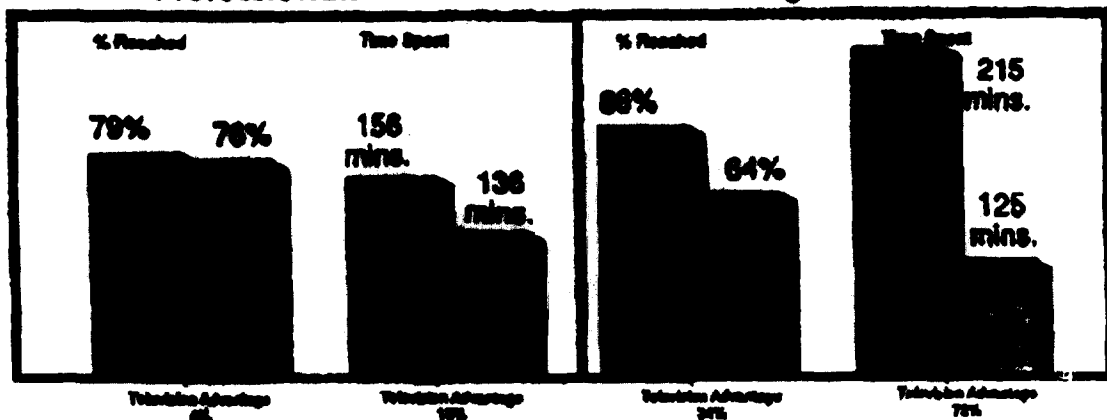
By sex, age, household income, education or occupation, you're reaching far more of them with your television advertising than you are with your radio advertising.

### **Upscale Adults**



■ TV Television ■ Radio  
Source: R.H. Swartz

### **Professionals**



■ TV Television ■ Radio  
Source: R.H. Swartz



## ***Radio Is Sound, but... Your Customers Believe In Television***

Television's position as the number one information medium was confirmed once again by the Roper Organization in 1988.

This favorable public perception of television provides an important bonus to advertisers: prestige by association.

<b>Which Medium Is The Source Of Most News?</b>	<b>Which Medium Is The Most Believable?</b>	<b>Which Medium Is Most Important During A Statewide Election?</b>
<b>Television 65%</b>	<b>Television 49%</b>	<b>Television 50%</b>
<b>Radio 14%</b>	<b>Radio 7%</b>	<b>Radio 5%</b>

Source: ROR/Reper, 1988

And R.H. Brustin's latest survey confirms once again that the public perceives television to have special qualities.

These special qualities mean your advertising message is perceived as special too!

	<b>TV</b>	<b>Radio</b>
<b>TV is 16 times more exciting</b>	<b>81%</b>	<b>5%</b>
<b>TV is 40 times more influential</b>	<b>80%</b>	<b>2%</b>
<b>TV is 10 times more authoritative</b>	<b>57%</b>	<b>6%</b>
<b>TV is 9 times more believable</b>	<b>46%</b>	<b>5%</b>

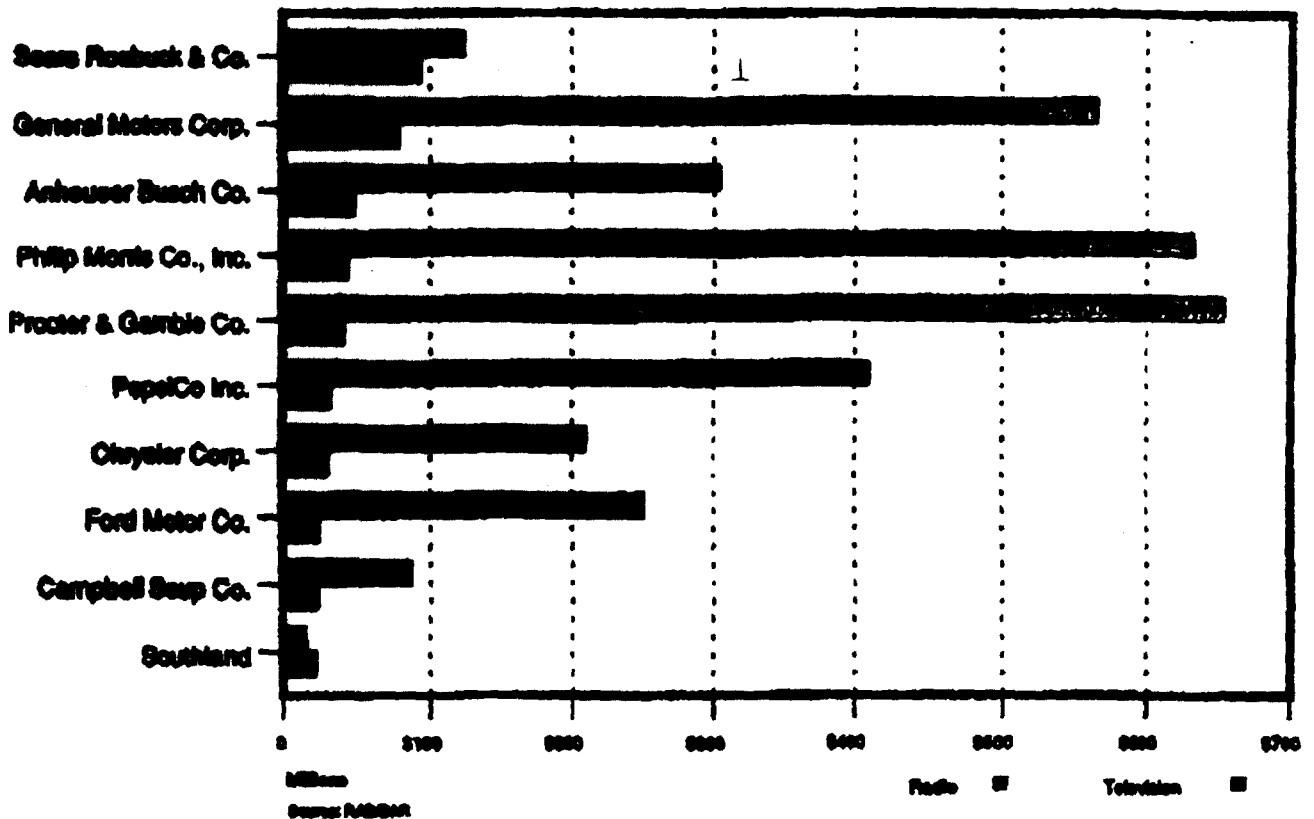
Source: R.H. Brustin



## ***Radio Is Sound, but... It's A Secondary Medium***

Corporate America makes its serious advertising commitment on television. Nine out of ten of the nation's largest radio advertisers spend more of their advertising dollars on television.

### **Radio's Top 10 Advertisers: 1988**



(See figures for above chart on reverse side of this page.)

**For every dollar these top 10 radio advertisers  
invested in radio in 1988  
they invested \$7.46 in their primary medium:  
Television**

For every dollar these top 10 radio advertisers invested in radio in 1988, they invested \$7.46 in their primary medium: Television

### Radio's Top 10 Advertisers: 1988

	Radio	Television
1. Sears Roebuck & Co.	\$93,043,000	\$123,656,400
2. General Motors Corp.	78,440,000	564,926,400
3. Anheuser Busch Co., Inc.	48,087,000	304,864,600
4. Philip Morris Co., Inc.	43,562,000	633,679,800
5. Procter & Gamble Co.	41,311,000	663,979,400
6. PepsiCo Inc.	32,140,000	410,094,300
7. Chrysler Corp.	30,606,000	209,786,900
8. Ford Motor Co.	23,870,000	251,161,000
9. Campbell Soup Co.	22,767,000	87,060,600
10. Southland	<u>22,108,000</u>	<u>14,824,000</u>
Total	\$436,933,000	\$3,254,012,400

Source: NAB/SAB



## ***Radio Is Sound, but... It Needs Television***

**Radio stations themselves are among TV's top 15 local television advertisers. They know the power of television to create new-listener growth.**

### **Local Television Advertisers: 1988**

1.	Restaurants & Drive-ins	\$803,967,600
2.	Auto Dealers	379,766,400
3.	Food Stores/Supermarkets	339,045,100
4.	Furniture Stores	237,920,800
5.	Banks/Savings & Loans	191,402,300
6.	Movies	185,989,100
7.	Department Stores	150,283,500
8.	Appliance Stores	138,909,700
9.	Medical/Dental Services	130,277,400
10.	Leisure Activities/Services	129,312,800
11.	Amusements/Entertainment	127,779,200
12.	Clothing Stores	121,151,500
13.	Radio Stations	120,133,400
14.	Discount Dept. Stores	115,457,700
15.	Education Services	112,062,900

**Source: BAR**

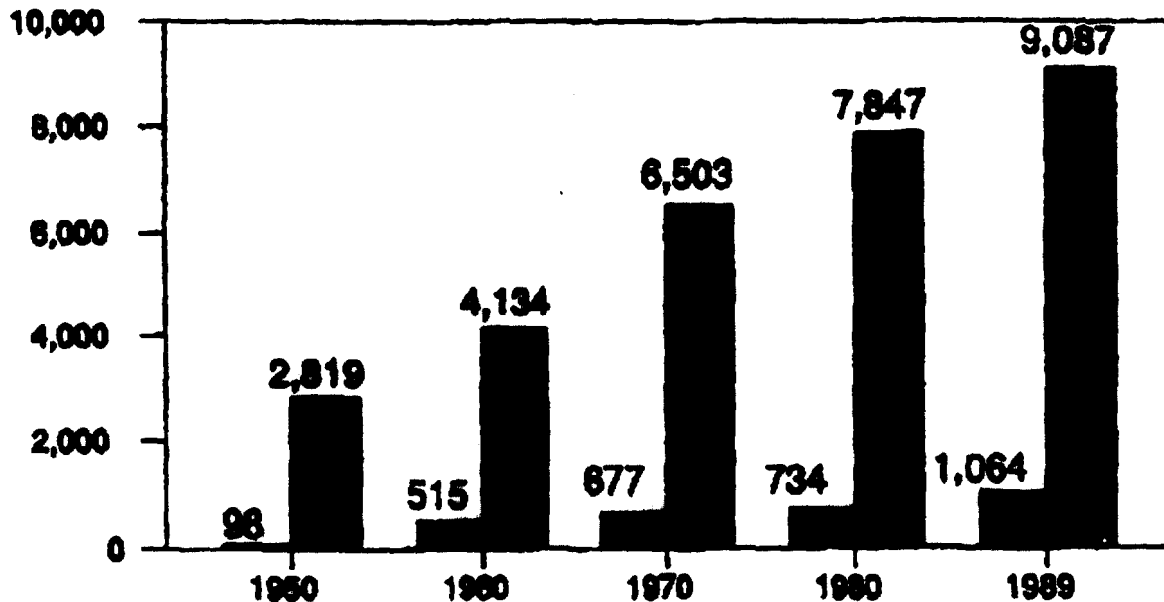
**TVB**

## ***Radio Is Sound, but... It's Also Fragmented***

### **The Number Of Radio Stations Continues To Surge!**

**More stations to choose from means an increasingly fragmented market...fewer listeners for each individual station...less impact for an advertiser's message.**

**Number Of Commercial Radio & Television Stations**



Source: TV Digest, Broadcasting

■ Television ■ Radio

**There are 9,087 commercial radio stations in the country today...more than eight times the number of television stations.**

**More radio stations...combined with the fact that the average radio listener tunes to only two or three different formats in a week...means that any radio advertiser is facing an increasingly fragmented radio market...with fewer potential listeners for an advertising message.**

**Radio's near-exclusive audience per station makes it necessary for an advertiser to use almost all of the radio stations in a market to reach all the radio listeners.**

**With television, which is watched program by program, any individual station can cover an entire market area.**



## Radio Is Sound, but... It's Too Many Sounds

In addition to the abundance of radio stations in a market, radio advertisers face additional problems. The profusion of program formats means listener fragmentation.

### AM/FM Stations Program Formats

Format	AM	FM	Total AM/FM
Adult contemporary	18.4%	21.0%	20.7%
Country	19.2	18.8	19.0
Rock/CHR	2.7	21.0	10.3
Album oriented rock (AOR)	0.9	9.4	4.4
Nostalgia/Big Band	9.0	0.7	5.6
Easy listening	2.0	7.8	4.4
Religious	12.9	3.9	9.2
News/talk	7.3	0.1	4.3
Black/R&B	1.7	0.5	1.2
Urban contemporary	2.4	3.6	2.9
Golden oldies	10.8	3.8	7.9
Spanish	3.6	0.7	2.4
Classical	0.4	1.6	0.9
All news	0.6	0.0	0.4
Soft contemporary (light)	0.8	2.8	1.6
Variety	1.0	0.0	0.6
New Age/Jazz	0.5	1.7	1.0

Source: Radio Information Center, March, 1989, based on 5,574 stations

### Format Listening Shares

Format	AM	FM	Fall '88 Total AM/FM
AC/Soft/Oldies	5.93%	23.21%	18.39%
CHR/Top 40/Contem.	0.41	20.40	14.83
ACR/Classic	0.41	17.74	12.91
News/Talk	37.83	0.34	10.78
Country	6.82	11.63	10.29
Black/Urban	6.59	9.43	8.64
MTL/EZ	1.30	10.27	7.77
MOR/Variety	16.31	NM	4.55
Hispanic	8.29	1.01	3.04
Nostalgia/Big Band	9.98	0.27	2.98
Jazz/New Age	0.08	2.43	1.78
Religion/Gospel	3.99	0.91	1.77
Classical	0.36	2.21	1.70
Others/Unknown	1.69	0.15	0.58

Source: American Radio/Duncan

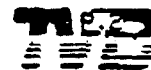
With so many radio stations in a market, and so many different program formats, it is extremely difficult for a radio advertiser to reach more than a small segment of a target audience.

American Radio/Duncan lists 14 radio format definitions; Arbitron lists 16; Simmons lists 12. The radio industry itself is confused as to what constitutes a program format.

And with radio stations continually changing formats in hope of getting more listeners, it is becoming more difficult for a radio advertiser to know who the audience is...and who's listening to the advertising message.



JUL 14 '94 02:46PM TVB



## **Putting The Finger On Yellow Pages Advertising**

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While Yellow Pages advertising doesn't appear to be a direct competitor to broadcast television, it does, in fact, account for as much revenue as does local television advertising. Yellow Pages advertising might appear to be simply a directory of passive listings--a huge reference directory--rather than an aggressive competitor to television.

But the fact is, many local advertisers on limited budgets spend all or most of their advertising dollars in the Yellow Pages before other media are even considered.

An understanding of the scope of the industry...how it works...how it sells...who uses it...where it's headed...can help the television salesperson move local dollars out of the Yellow Pages and in to television.

Enclosed you will find:

(1) **Putting The Finger On Yellow Pages Advertising:** An analysis of the Yellow Pages industry today--its size--the leading companies and the number of directories they publish--who does and does not use the Yellow Pages--and the latest strategies the directory publishers have developed to maintain their share of local market dollars.

(2) **The Problems With Yellow Pages Advertising:**  
**How Television Can Help:** The Yellow Pages industry is beleaguered with problems for any local advertiser. But if that advertiser were to put the majority of the ad budget into television, the effectiveness of the ad campaign would increase dramatically.

(3) **How 4 Television Stations Are Converting Yellow Page Dollars On To Television:** The strategies that four local television stations are using to get big local advertising dollars out of the Yellow Pages and in to their stations.

JUL 14 '94 02:47PM TVB



# **Putting The Finger On Yellow Pages Advertising**

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## **A Background On The Yellow Pages Industry**

The free-market forces that shattered America's telephone monopoly also catapulted the lowly phone book into a multibillion dollar commercial enterprise teeming with local advertising listings.

When AT&T was split into seven regional Bell operating companies (ReBOCs or Baby Bells) on January 1, 1984, they kept their business in Yellow-Pages publishing and were freed to compete not only with independent directory publishers, but also with each other in markets where they did not offer phone service. As a result, the number of directories, including those aimed at particular demographic, professional or neighborhood targets, peaked in 1987 at 6,500 and now number 6,200. This represents an average of more than 29 directories for each of the 211 marketing areas (or ADIs/DMA's) in the country.

JUL 14 '94 02:47PM TVB



# Putting The Finger On Yellow Pages Advertising

## The Size Of The Industry

According to the Yellow Pages Publishers Association (YPPA), a Troy, MI-based group representing the publishers that produce more than 96% of all the U.S. Yellow Pages directories and generate almost 99% of the medium's revenue, Yellow Pages advertising revenues will total \$8.3 billion in 1989. Of this amount, \$7.3 billion (88%) are local advertising dollars.

### Yellow Pages Ad Revenues (In Billions)

Year	National	Local	Total
1989(est.)	\$1.0	\$7.3	\$8.3
1988	.9	6.8	7.7
1986	.8	5.7	6.5
1984	.6	4.3	4.9
1982	.4	3.3	3.7
1980	.3	2.5	2.8

Source: Yellow Pages Publishers Association

Yellow Pages publishers have all but abandoned forays into one another's territory. Though there is still significant competition in about 25 markets among the traditional utility, independents and "invading" regional Bell operating companies, the ReBOCs, responsible for about 75% of annual revenues, are now turning their attention to their core business. As Ed Schenk, senior vice president, Wahlstrom & Co. (Foots, Cone & Belding's Yellow Pages unit), states: "Competition between publishers is definitely dying down and publishers are turning their attention elsewhere. It was a free-for-all, with 'Let's go here and let's go there.' I think they've had some tough times in the market. There seems to be more of a focus now on enhancing their product within their own regions."

JUL 14 '94 02:48PM TVB



## Putting The Finger On Yellow Pages Advertising

### Yellow Pages Revenue And Number Of Directories

The nine leading Yellow Pages companies, which include the seven Baby Bells and two independents, are responsible for \$6.2 billion+\* in Yellow Pages revenue and account for 4,803 of the 6,200 published directories.

A total of 418 million copies of Yellow Pages directories were produced in 1988 by 206 publishers.

### The Leading Yellow Pages Companies: Ad Revenues (In Millions) And Number Of Directories

Rank	Company	Yellow Pages \$	# Of Titles
1	GTE	\$1,300	1,000
2	BellSouth	1,000	517
3	Bell Atlantic	830	300
4	Pacific Telesis/ Pacific Bell Dir.	789	103
5	Southwestern Bell	722	1,100
6	U.S. West	700	300+
7	Ameritech	495	500
8	Dun & Broadstreet/ R.H. Donnelley	442	650
9	NYNEX*	N/A	333
	Totals	\$6,278	4,803

\*NYNEX does not break out revenue data, but industry analysts believe it ranks in the top five companies.

Sources: Advertising Age, June 26, 1989; Graphic Arts Monthly, February 1989.

JUL 14 '94 02:46PM TVB

**TVB**

# Putting The Finger On Yellow Pages Advertising

## Yellow Pages Usage

Almost half of all adults (46.8%) 18 years and over have not looked at the Yellow Pages in the past month.

Here is the percent of adults who have not used the Yellow Pages in the past 12 months at home or at business to purchase any of the following item or services.

Category	% Of Adults Reached By Yellow Pages In Past 12 Months	% Of Adults Not Reached By Yellow Pages In Past 12 Months
Appliances, Small	7.6%	92.4%
Autos, New	4.5	95.5
Auto Filters	4.0	96.0
Bedroom Furniture	2.0	98.0
Boat, Inboard/Outboard	.7	99.3
Car Batteries	2.6	97.4
Car Leasing	.9	99.1
Car Rental	3.2	96.8
Car Telephone	1.0	99.0
Carpeting	3.5	96.5
Chairs, Recliners	1.4	98.6
Gasoline, Branded	1.6	98.4
Hospitals/Nursing Homes	4.8	95.2
Hotels/Motels	7.0	93.0
In-home Health Care Services	2.1	97.9
Insurance, Medical	5.8	94.2
Loans/Real Estate Loans	2.2	97.8
Mufflers	2.8	97.2
Pet Supplies	4.1	95.9
Real Estate Brokers	2.3	97.7
Television Sets	2.5	97.5
Toy Stores	2.9	97.1
Truck or Van Rental	1.5	98.5
Typewriter or Word Processor	1.6	98.4
Vacuum Cleaner Sales/Service	2.7	97.3
Video Cassettes	3.4	96.6

Source: Simmons, 1993

JUL 14 '94 02:49PM TVB

**TVB**

# Putting The Finger On Yellow Pages Advertising

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## The Latest Developments

As a result of the AT&T divestiture on January 1, 1984, the seven regional Bell telephone companies (Baby Bells) started producing their own directories. The new competitive atmosphere has had directory publishers all vying for a larger share of the market. This has led to more "user-friendly" directories with product enhancements. Among these new developments are:

### "Talking Yellow Pages"

By inserting a special telephone number in their ads, advertisers can have prospective customers call and hear more about their products or services. The cost can range from \$15 to \$150 a month depending on the size of the market in which the directory is published. Advertisers pay for space—30, 45 to 60 seconds of digitally stored speech on an audiotex computer's memory disk. The advertiser programs a specific message and updates it as often as deemed necessary. An audiotex system is a type of voice response. Touch tone callers can access information by punching a few buttons on their phones.

There are two categories of talking Yellow Pages services:

(1) **Front of the book:** These comprise a core group of free information and entertainment services supplied by the directory publisher to pull in additional revenue. Topics may include news and sports updates, weather, horoscopes, lottery results, trivia games and health tips. For a fee, advertisers can sponsor these services.

(2) **Back of the book:** These are "talking ads" provided by participating advertisers. Companies with talking ads display their four-digit code beneath a talking ad icon in their listings. Callers use this number to get more information on a particular advertiser.

### Couponing

Recently, several Yellow Pages publishers have started inserting coupons for local businesses at the back of local directories. But a brand new service called "Special Delivery" was started this year. This service delivers coupons, product samples and other marketing messages, wrapped in polybags, along with the directories. This is the first time free-standing coupons for national distributors have been offered.

(over)

The first two "Baby Bells" involved in this new coupon distribution program are NYNEX and BellSouth. In the future, the move could make phone companies formidable competitors to local and regional newspapers and national co-op mailers such as Donnelley Marketing's Carol Wright.

### **EDI Yellow Pages**

EDI is computer-to-computer communication using highly standardized electronic versions of common business documents. The technology can be used to pay bills, send invoices, monitor inventory and deal with other formerly work-intensive tasks. EDI Yellow Pages enables users to determine who else is equipped with the technology.

EDI Yellow Pages is divided into two sections. The first attempts to provide a complete list of companies that use the technology. The second acts as a regular Yellow Pages, providing a list of EDI-related goods and services, complete with advertisements. To exploit the technology a corporation must deal with another firm that is also equipped to use it. Companies using EDI to do business together are called trading partners, which makes the EDI Yellow Pages something of a giant, high-tech dating service.

### **Increased Use Of Color**

Directories have gone from white pages with black ink to two-color and now four-color. In 1989, almost every major directory producer revamped the front of the book with four-color and coated stock pages. Spot color throughout directories is expected to grow by 10% in the coming year.

For the television salesperson interested in selling against the Yellow Pages, the Consumer Review Systems has published "The Yellow Pages Report: A Comprehensive Guide For Advertisers." This report details why smaller Yellow Pages ads may well draw better than larger ads as well as the fact that the addition of a second color to a large ad often decreases the chance the ad will draw more response.

A copy of this report is available from Consumer Review Systems for \$45, which is a specially reduced price for TVB members only. Write or phone Doug Burdick, Consumer Review Systems, 5028 Redwood Road, Menard, MN 55854 (512) 472-5328.



## Putting The Finger On Yellow Pages Advertising

### When The Yellow Pages Needs To Reach Out For New Advertisers And New Users-- They Reach Out On Television

The Yellow Pages knows no medium has the saturation coverage of television. When it comes to attempting to expand advertising directory listings or consumer usage, Yellow Pages publishers do it on television.

In 1988, the Yellow Pages invested \$59.7 million in television advertising--a gain of 12% over the previous year.

#### Top 10 Yellow Pages Advertisers On Television--1988

Company	TV Investments	Company	TV Investments
1) Bell Atlantic	\$17,738,700	5) BellSouth	\$6,324,900
Bell Atlantic	\$1,880,100	South Central Bell	\$1,880,500
Bell of Pennsylvania	\$4,819,000	Southern Bell	\$3,407,800
Chesapeake & Potomac Tele.	\$6,405,800		
New Jersey Bell	\$6,103,000	6) GTE Corp.	\$4,192,000
		GTE	\$4,192,000
2) NYNEX	\$8,887,800		
New England Tele.	\$11,800	7) U.S. West	\$4,188,800
New York Tele.	\$41,100	Pacific NW Bell	\$32,300
NYNEX	\$8,475,100	US West	\$4,136,800
3) Ameritech	\$7,198,800	8) Pacific Telec	\$3,688,900
Ameritech Bell	\$7,132,800	Pacific Bell	\$3,688,900
Illinois Bell	\$600		
Indiana Bell	\$19,000	9) United Telecommunications	\$381,000
Michigan Bell	\$19,900	Carolina Tele.	\$234,900
Ohio Bell	\$30,300	United Telephone	\$346,200
Wisconsin Bell	\$5,100		
		10) Southern New England	
4) Southwestern Bell Corp.	\$5,641,400	Telecommunications	\$484,100
New York	\$719,100	Southern New England	\$484,100
Southwestern Bell	\$5,922,300		

Source: BARR



JUL 14 '94 02:51PM TVB

P.10

**TVB**

# How 4 Television Stations Are Converting Yellow Page Dollars On To Television

Television stations throughout the country are finding new sources for local advertising revenues by concentrating their sales efforts on advertisers in their local Yellow Pages directories. Many stations report that it's important to learn as much as you can about the Yellow Pages industry and how it sells before you attempt to convert these advertisers to television.

Here is a report from four stations on their strategies and successes in converting Yellow Pages dollars to their stations.

## WLOX-TV, Biloxi, MS *reports...*

Bobby Edwards, general sales manager, WLOX-TV, Biloxi, MS, reports that as a direct result of his station's efforts to go after local Yellow Pages dollars, station revenue increased \$112,000—of which 80% was "new money." In addition, there was a 70-page drop in listings in the local Yellow Pages directory.

"Station management must be committed to making this effort work," reports Mr. Edwards. "And one management person must be assigned to Yellow Pages conversion full-time to ensure it works. The effort requires tremendous follow-through on the part of the sales staff who must be out there continually making sales calls."

WLOX used the expertise of American Consulting Services, Vancouver, WA (1-800-255-9784), to train its sales staff on Yellow Pages conversion.

The sales staff learned how to suggest to Yellow Pages advertisers that they redirect the way they buy Yellow Pages advertising. The sales staff points out that it doesn't matter what size ad you have in the Yellow Pages because people are looking for a phone number. So, a Yellow Pages advertiser should buy an alphabetical listing, perhaps in bold type, instead of spending a large amount of money each month on a larger ad.

Mr. Edwards also points out that the sales staff mention to a Yellow Pages advertiser that most prospective customers thumb through a particular category from back to front. Yet most of the larger ads in a particular category appear in the front of that category listing. The first listings this customer sees are the small listings in the back of the category. This is an excellent reason for a Yellow Pages advertiser to reduce the size of the ad.

"It's important to know the closing dates for the local Yellow Pages," states Mr. Edwards. "If your sales staff is out there selling three months before the book closes, you have the opportunity to convert a lot of money to television because a Yellow Pages advertiser must commit to a 12-month Yellow Pages schedule."

## WVUE, New Orleans, LA *reports...*

WVUE lets its fingers do the walking. And when they land on an advertiser in the Yellow Pages, the station puts its sales team to work.

Ron Jones, WVUE's general sales manager, feels he's got a more realistic chance of eating into the \$38 million Yellow Pages market in New Orleans than making a dent in the \$230 million in ad revenues that newspapers take in every year.

Mr. Jones hired Greenwood Performance Systems, Tulsa, to help him get some of those Yellow Pages dollars. Greenwood Performance Systems spent a day training WVUE sales people on the fine art of selling television to Yellow Pages advertisers.

"We've generated well over \$100,000 in conversion monies," states Mr. Jones, "but that's not the reason we took on the Yellow Pages. Rather, we wanted to take another step in establishing our sales people as professional consultants. One of the major hospitals in New Orleans was in the process of renewing its Yellow Pages contract. We met with them and as a result they down-sized their Yellow Pages advertising and gave us a good schedule."

"You've got to realize that converting Yellow Pages dollars to television takes time. If you're pitching now, the revenue stream will come in four to six months. We've been pitching against Yellow Pages since mid-July; the book closes in January and is published in March. So don't be discouraged if you don't see immediate results."

"Take a look at what a Yellow Pages advertiser is doing and try to make some sense out of it. If you can show an advertiser the reasons for buying a smaller space in the Yellow Pages, that means there's more of that advertiser's budget available for television. Yellow Pages salespeople get a very small percentage on a simple renewal. But if they can increase the size of an advertiser's ad—or increase the monthly investment by the addition of color—they get a larger commission. We find these advertisers appreciate the fact that we can help them save money. Saving money each month helps them—and that money they put into television helps our station."

07/14/94 02:53PM TVP  
**KCPQ, Seattle-Tacoma, WA**  
*reports...*

Dennis McCormick, local sales manager, KCPQ, Seattle-Tacoma, reports his station recently converted over \$100,000 of Yellow Pages advertising on to the station. The station used American Consulting Services, Vancouver, WA, which provided two days of live sales training as well as a comprehensive videotape--all designed to capture advertising dollars from the Yellow Pages.

"It's important to let Yellow Page advertisers know that they simply can't increase awareness for their companies or services--no matter how large the size of their Yellow Page ad--because any Yellow Pages ad is not as pervasive or intrusive as is television advertising. If you communicate the value of television--how its enormous reach and impact can establish name awareness--then you can propose a revised Yellow Pages schedule (based on smaller Yellow Pages' ads) and supplement it with television," states Mr. McCormick.

"Before you pursue a particular advertiser category, go through the Yellow Page directory and make notes of those advertisers by size of ad, number of locations in the directory, by use of color, and anything else the advertiser is paying extra dollars for. With rate information published by the Yellow Pages Publishers Association in the Publisher's Directory Rate Book, we can estimate the amount of money an advertiser has committed annually to the Yellow Pages.

"With the extra money these advertisers save from downsizing their ad, we prepare a television schedule that will give the advertiser that critically important name recognition--as well as reach--before a customer starts looking through page after page of category listings in a directory.

"We hire a commercial artist to design reduced 'dollar bill' sized ads for large-unit Yellow Page advertisers. Yellow Page salesmen simply don't have the expertise to design an effective ad."

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**WMBB-TV, Panama City, FL**  
*reports...*

"The Yellow Pages is not an advertising vehicle," reports Ray Hundley, account executive, WMBB-TV, Panama City. "No matter how much space an advertiser uses, it still comes down to an alphabetical listing in a directory. We tell Yellow Pages advertisers that it's fine to have a listing, but you've got to build name awareness for a product or service so that when a consumer is looking through page after page in a particular category that consumer will remember your name. And, of course, we tell them the only way they can build that name awareness is with a media mix with television the dominant medium because of its sight, sound, motion and emotion.

"Very often we find a Yellow Pages advertiser doesn't realize the annual cost of that advertising because the space costs come on the phone bill and these charges are submitted every month for the duration of the book and every subsequent book that is printed. Yellow Pages contracts are automatically renewed at the end of the year unless the advertisers ask to cancel or change them. So it's important to remind Yellow Pages advertisers how much of their money is going into the directory each year. This often comes as quite an unpleasant surprise.

"We used American Consulting Services to detail for us how the Yellow Pages sell and what is the best way to get advertisers to convert those monies to television.

"We ask a potential client: 'If you looked in the Yellow Pages and saw a large ad from a firm you didn't know and a smaller ad from a firm you did recognize, which one would you use?'

"Then we tell the client that the key is to use the dollars saved by reducing the ad in the Yellow Pages...and putting that money into an effective name awareness campaign...on television."



## ADVERTISERS AND ADVERTISING AGENCIES

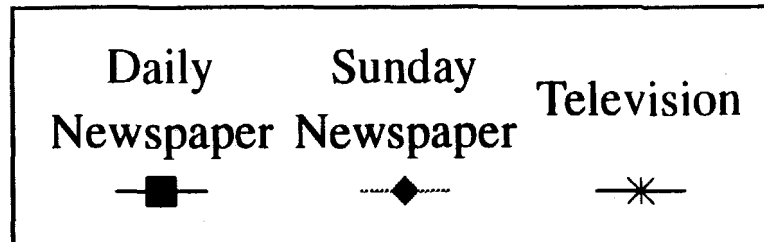
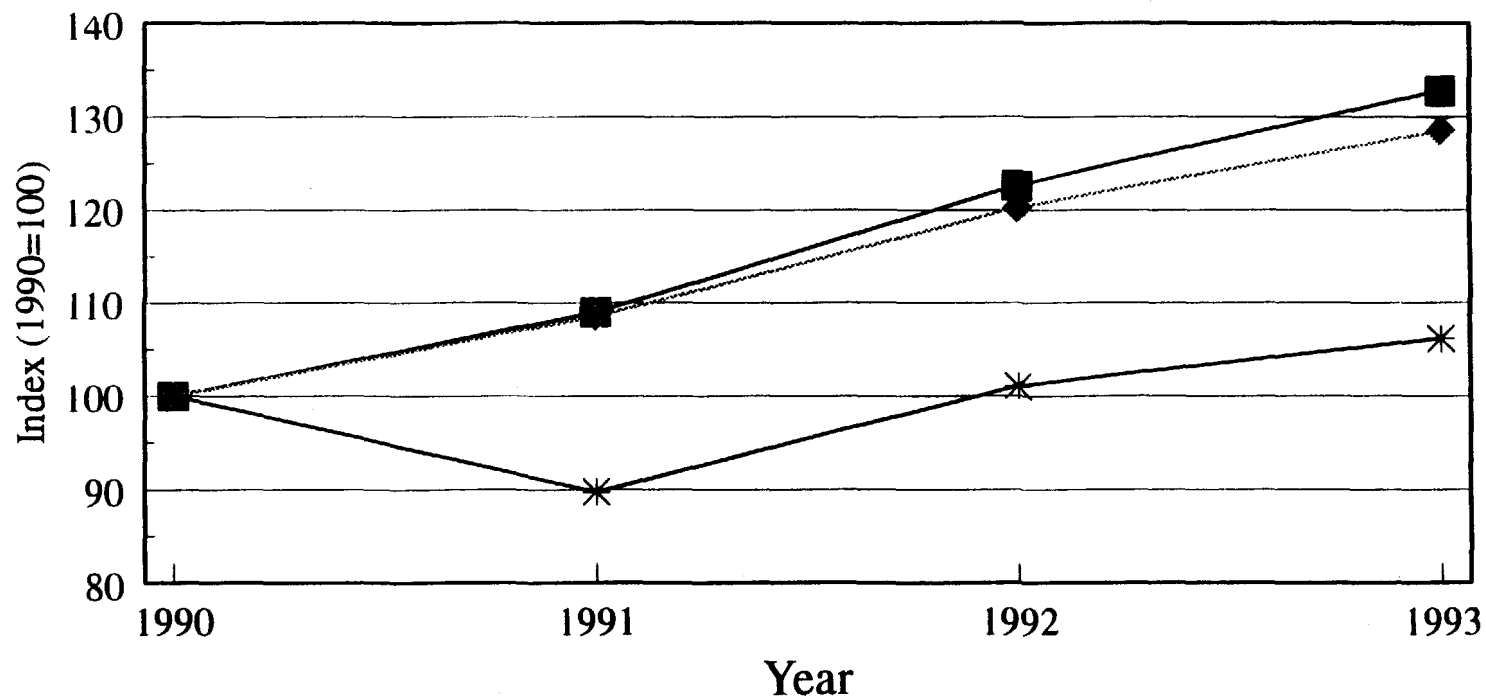
<u>Name and Affiliation</u>	<u>1993 WOIO Spending and Rank</u>		<u>1994 WOIO Spending and Rank</u>		<u>Accounts Represented</u>
Lynn Brooks Dir. Media Services Stern Advertising Cleveland, OH	\$432,160	3	\$269,000	3	McDonald's
	63,428	40	33,500	67	A1 Alliance Insurance
Howard Zoss Dir. Strategic Planning Marcus Advertising Cleveland, OH	319,775	5	202,625	6	Pizza Hut, Ohio Lottery
Pat Barbato Media Planner W.B. Doner Cleveland, OH	276,069	6	194,100	7	Arby's
	155,850	14	81,825	22	Ponderosa
Dan Hogan Account Supervisor J. Walter Thompson Detroit, MI	171,150	12	211,900	5	Ohio Ford Dealers
Julie Arena Media Director Winner International Sharon, PA	138,090	16	107,095	15	Winner International
Rick Kohler President Pinnacle Media Cleveland, OH	135,200	18	134,850	12	Wendy's Restaurant
	35,505	63	70,360	24	Finast Supermarkets
Kristin Strauser Dir. Marketing Consolidated Advertising Cleveland, OH	80,755	28	85,215	21	Best Cuts

<u>Name and Affiliation</u>	<u>1993 WOIO Spending and Rank</u>		<u>1994 WOIO Spending and Rank</u>		<u>Accounts Represented</u>
Jerry Miller Media Planner Axelband & Brown Cleveland, OH	73,225	33	106,300	16	Mr. Hero
	56,750	43	4,000	232	Lube Stop
Jim Mueller Advertising Agent Mullinax Ford Amherst, OH	7,300	206	232,500	5	Mullinax Ford
Bruce Davis Media Planner Waterbed Emporium North Olmsted, OH	6,400	216	24,460	86	Waterbed Emporium
Buddy Kallick Owner Buddy's Carpet Franklin, OH	9,755	177	63,085	31	Buddy's Carpet

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# NEWSPAPER ADVERTISING IN CLEVELAND HAS BECOME RELATIVELY MORE EXPENSIVE

Index of Cost Per Thousand Homes Reached





**INDEX OF COST PER THOUSAND HOMES REACHED (1  
1990 - 1993**

Year	<u>The Plain Dealer</u>				<u>Selected Television Stations</u>	
	<u>Average Open Rate Per Column Inch Per Thousand Newspapers</u>		<u>Index (2)</u>		<u>Average Revenue Per Thousand Households</u>	
	<u>Morning</u>	<u>Sunday</u>	<u>Morning</u>	<u>Sunday</u>		<u>Index (2)</u>
	-----(\$)-----				-----(\$)-----	
	(a)	(b)	(c)	(d)	(e)	(f)
1990	\$ 0.3310	\$ 0.2972	100.00	100.00	\$26,372.56	100.00
1991	0.3607	0.3226	108.99	108.52	23,669.87	89.75
1992	0.4059	0.3574	122.64	120.24	26,655.32	101.07
1993	0.4395	0.3819	132.79	128.48	27,997.37	106.16

- 1) Cost Per Thousand is measured as the Average Open Rate Per Column Inch Per Thousand Newspapers for The Plain Dealer and as Average Revenue Per Thousand Households for Selected Television Stations.
- 2) Calculated as a percentage of the base year (1990=100).

Sources: Cols. (a) & (b): NERA table "The Plain Dealer, Calculation of Cost Per Thousand, 1990-1994."  
Col. (e): NERA table "Selected Television Stations, Calculation of Cost Per Thousand, 1990-1993."